

Advertising is as necessary to a Boarding House as to a Business. For your Boarding House should be "doing business" all the time to its fullest capacity. Half enough business is no better for a Boarding House than for a Shop.
No Boarding House nowadays can be made to pay without advertising.

Daily



Express

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ONE HALFPENNY.

Advertising in the "Daily Express" Exchange and Mart columns will find buyers for anything, whether new or used, if the thing offered is still useful.
One Penny a Word, minimum 1/-

"The problem is.... MUNITIONS MORE MUNITIONS ALWAYS MORE MUNITIONS"

SHELLS!
SHELLS!
SHELLS!

"The problem is . . . Munitions, more munitions, always more munitions."—Sir JOHN FRENCH.

OVER THE TELEPHONE:

I.

GENERAL X. (of War Office Staff):

"Is that you, Mr. Manufacturer? Good. Lord Kitchener wants a million shells for field artillery, delivery as fast as you can turn them out. Can you take the order?"

MANUFACTURER:

"It's all a question of getting the plant. If I can get suitable furnaces put in, and if I can get coal, I will take the order and work night and day on it. . . . What's that you say? . . . Why not use gas as other ammunition works are doing? . . . I hadn't thought of that. I'll make enquiries and give you an answer shortly."

II.

MANUFACTURER:

"Hullo! Is that the Gas Works? Put me through to the manager. Good morning. Can you tell me if gas-heated furnaces are any good for the treatment of shells?"

GAS MANAGER:

"Certainly, I know for a fact that our leading armament firms are using them for making even the largest 'one-ton' armour piercing shells, and that Woolwich and Elswick are both enormous users of gas for all sorts of gun and ammunition making. . . . Right! I'll 'phone the furnace makers to send a representative along to-day, and we'll see about putting in a larger service for you at once. . . . Not at all! Glad to be doing our bit. We're very short of men, but we'll make this a special job; we must keep those who've gone to fight for us supplied with stuff to fight with. . . . Good morning."

III.

MANUFACTURER:

"Hullo! Is that General X.? Glad to say I can take that order, and please tell Lord Kitchener that I've got Gas furnaces coming down by passenger train to be fixed at once, and that my men have promised to work three shifts seven days a week to turn out the shells till Kaiser Bill has had all he wants. Much obliged for your hint about gas. We already use it for melting all our metals and for our tempering work at the other factories. I might have thought of it myself. . . . and it's so reliable and handy and more useful than ever now when we're so short of labourers. Good-day, Sir!"

IV.

GAS MANAGER:

"Good evening. Is that you, Mr. Manufacturer. Referring to our talk this morning—am glad to tell you the new service is finished and ready for the furnaces. Not at all. . . . By the way, may I ask the British Commercial Gas Association to send you each month their periodical, 'A Thousand and One Uses for Gas,' then you will be able to see what gas is doing for all sorts of trade, and may get some useful tips? What does the magazine cost? . . . Oh, nothing, they send it post free from 47 Victoria Street, Westminster, S.W. Right, I'll send them a postcard to-night. Always at your service. Good evening."



W.D.S.